

PEDWAY GUIDE

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**PONTE
FRESCO™**
eat bold, eat beautiful!

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**PONTE
FRESCO**
eat bold, eat beautiful!

The Right Ingredients

Philosophy, Menu, Design

At 225 N. Michigan Ave., a fresh & fast new restaurant has arrived, and it seems to have all the right ingredients. The very first Ponte Fresco in the USA debuted on the Chicago Pedway, in the Michigan Plaza portion of the massive Illinois Center connected complex.

Ponte Fresco is what the industry calls a "Fast Casual" restaurant (as are the likes of Corner Bakery Cafe, COSI and Panera Bread*), offering high quality food without the table service. Inspired by sister operations in San Juan, Puerto Rico, the Ponte Fresco built-to-order salads, protein skewers, soups and sandwiches concept has been adapted to stand out in the sophisticated Chicago restaurant market.

"Coming to Chicago's Michigan Avenue for our first Ponte Fresco was a natural for us," says Sue McCloskey, President of Ponte Fresco, LLC. "We wanted to go to the heart of the American market, where both the consumer and the competition are very smart. If we can make it here, in Chicago, we can make anywhere."

So how will Ponte Fresco's strategy make it? A visit to the restaurant makes it clear that Ponte Fresco has all the right ingredients: the right philosophy, supported by the right menu, presented in the right design.

*Corner Bakery Cafe, COSI and Panera Bread are the registered Trademarks of their respective companies.



Sue McCloskey, President of Ponte Fresco, LLC (right to left), and managers Luis Vallejo, Sam Gilina and Marina Espanosa

Philosophy: Eat Bold, Eat Beautiful!

Ponte Fresco implores one to "eat bold, eat beautiful!" Anywhere you see the name Ponte Fresco, you also see this mandate, and you become aware that this is not standard ad agency stuff for a standard restaurant.

Eat bold, eat beautiful is a philosophy about food and ourselves, and for Ponte Fresco it is even more fundamental than the typical mission statement of providing great food and great service at a reasonable price.

Ponte Fresco means "get fresh," and the restaurant takes this very seriously on more than one level.

"We are what we eat," Ms. McCloskey asserts. "It is a physiological truth, and an everyday opportunity to choose our sustenance. Every day we make choices that define us, choices of how we energize our body, nourish our mind and delight our soul. Every day is an opportunity to literally rebuild ourselves from the inside out, to boldly shape our own beauty. We strive to live by this in our personal lives, and Ponte Fresco is all about manifesting this message in a clear and compelling food experience."

- Sue McCloskey, President of Ponte Fresco, LLC

Menu: Fresh & Fast

Ponte Fresco's food fare is fresh and fast. What is immediately apparent is Ponte Fresco's built-to-order Salad offering. After choosing a bowl of greens and handing it to the staff, guests instruct what other sixty or so ingredients and which of forty or so dressings are desired. Skewers of hot beef, chicken and shrimp are also a favorite addition to the salads. In short order, Ponte Fresco has done all the work; including chopping-up your salad recipe and putting it back into the takeaway (or eat in) bowl.

While salads are clearly the restaurant's signature, Ponte Fresco also purveys a selection of ten gourmet Soups and a collection of grab-and-go Sandwiches made fresh each morning. To these mainstays are a complement of fruits, chips, desserts and beverages to round out any meal.

One of the five original paintings by artist R. Tom Gilleon, commissioned by Ponte Fresco



"In 22 years of downtown Chicago leasing, rarely do we discover a new business that is both a creative approach and a very solid operation. This is why we are extremely proud to have helped to bring the first Ponte Fresco to Michigan Avenue. Ponte Fresco is a contemporary concept that exudes freshness, serving healthful food within its elegant, spa-inspired, art & design; all of which is directly on target with the sophisticated Chicago market. Ponte Fresco is clearly leading the next wave in fast casual dining, and we believe it will be very successful."

- David Stone, Stone Real Estate

Design: Spa Art

Inside, the design of the restaurant is obviously spa inspired. It is aesthetically clean and comfortably bright, with a limestone and white pebble path that leads one through the offerings. Under low voltage lights, the glint of kitchen stainless punctuates a pervasive message about the restaurant's freshness; and, Ponte Fresco is even home to a subtle wall of water that naturally cascades next to the beverages.

In these elegant environs, the most visually stunning Ponte Fresco scene is set by five large-scale works of art on the restaurant's back wall. In brilliant living color contrasted to fields of black, these images of male & female forms are vividly defined by foods of fresh fruits and vegetables.

Commissioned specifically for the restaurant from Montana-based artist, R. Tom Gilleon, these original paintings underscore that Ponte Fresco is a bold & beautiful addition to Chicago, with all the right ingredients for success.